

ANALYSIS OF MARKET FOR DATA CENTERS IN SRI LANKA

MASTER OF BUSINESS ADMINISTRATION IN MANAGEMENT OF TECHNOLOGY



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December 2005

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ANALYSIS OF MARKET FOR DATA CENTERS IN SRI LANKA

By

G. P. G. Gunasekara

The Dissertation was submitted to the Department of Management of Technology of University of Moratuwa in partial fulfillment of the requirement for the Degree of Master of Business Administration in Management of Technology.



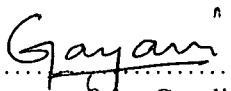
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DECLARATION

"I certify that this thesis does not incorporate without acknowledgement any material previously submitted for a degree or diploma in any University to the best of my knowledge and belief it does not contain any material previously published, written or orally communicated by another person or myself except where due reference is made in the text. I also hereby consent for my dissertation, if accepted, to be made available for photocopying and for interlibrary loans, and for the title and summary to be made available to outside organizations"


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Supervisor

ABSTRACT

The intention of the research was to analyze the market for data centers in Sri Lanka which is a service offered by the Sri Lanka Telecom at the moment. However as at now Sri Lanka telecom is not having many customers for its data center. Hence another objective of the research was to identify the business models and suitable packages of data centers to Sri Lanka.

The market was analyzed using a questionnaire method; business models and suitable packages are analyzed by the use of Internet and the information gathered from Data center world conference that was held at Chicago in the USA.

The questionnaire was developed according to the information gathered by visiting various data center web sites. The demand variables were “ Awareness”, “Quality”, “Security”, “Cost” and the “Reach-ability”. All these variables were measured using the likert scale with 20 questions and the last two questions were descriptive type to get some input to my other objectives of the research.



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The target number of those questionnaires was 40 and managed to collect all 40 as I collected information mainly through the personal interviews. However 20 questionnaires were distributed through e-mails and got all 20 with the input they were followed up with the corporate customers whom had good relationship with me.

According to the analysis many people had a good idea about what is a data center and that is the trend in the world today except few people who did not know what is a data center and the uses of it clearly. However according to the data received there were not much about the cost awareness about a data center. People the sample did not have idea that there is a big saving due to outsourcing the data to a data center. That could be a good point to market data centers in Sri Lanka.

The implications for the industry in view of these results of the research were looked at in the conclusions.

Acknowledgement

Firstly, I would like to express my sincere gratitude to my supervisor Mr. Prasanna Perera, Marketing Consultant for his guidance and the sharing of his wealth of Marketing experience and knowledge during the course of this project. I should specially thank him for his flexibility in support & understanding this thesis as otherwise I could not have completed this with my busy office schedules and my family commitments with 2-year-old daughter.

Secondly I extend my gratitude for the management of Sri Lanka Telecom in sending me to the data center world conference and to Japan for Training where I gathered most of the knowledge and practical situation in data centers in the world.

Thirdly I would like to thank Dr. Sarath Dasanayake, of department of MOT who is my co-supervisor who guided me through this project in understanding demand estimation to achieve my objectives.

I also appreciate very much for the guidance given for analyzing the data by Mr. Kithsiri Samarasinghe of the department of Electronics & Telecommunication Engineering University of Moratuwa.

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Thank you,

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